

WEEK TWO: ACT IN THE MOMENT MAY 30, 2011 SERVICE PRINCIPLES NEWSLETTER

This week our focus is on the Service Principle “Act In The Moment”

Outstanding service happens in *Moments*. Don’t miss an opportunity to let someone



<p>6. I Respond Positively When Speaking with Others</p> <p>I respond positively and show I care by:</p> <ul style="list-style-type: none"> -Concentrating on the customer -Attentively listening while making eye contact -Responding with sincerity and, when appropriate saying “I’m happy to take care of that for you” -Using the customer’s name if I know it -Ensuring complete satisfaction 	<p>7. I L.E.A.R.N. to wow the Customer</p> <p>I show I care when presented with a customer issue by:</p> <ul style="list-style-type: none"> -Owning the problem -I use the L.E.A.R.N. process of listening, empathizing, apologizing, reacting and notifying to resolve, wow and build trust 	<p>8. I know our Library System</p> <p>I can answer customers’ questions because I know about the Library’s:</p> <ul style="list-style-type: none"> -Facilities -Materials -Services -Procedures and processes -Monthly events, activities, training classes and/or meetings 	<p>9. I Anticipate Needs</p> <p>I anticipate our customers’ needs by:</p> <ul style="list-style-type: none"> -Watching for cues -Listening thoroughly -Acting before being asked 	<p>10. I Act on Knowledge</p> <p>I ensure the success of the system each day by:</p> <ul style="list-style-type: none"> -Knowing our regular customers by name -Proactively accommodating our customers’ needs -Keeping myself up to date and knowledgeable about sources of information
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DISCUSSION STARTERS:

“Wow!” is not too difficult to make happen. As a matter of fact, it is pretty darn easy. For example, it is as simple as returning a phone call quickly. Let’s say a customer calls you and has to leave a message. Just moments later you get the message and return the call right away. The customer is impressed. That is a “Wow!” I know, it doesn’t seem like much, but it does impress the customer. What will you do this week to “Wow” our customers?

Something to think about. . .

Moments of Truth, Misery & Magic

by Shep Hyken, CSP

It's all about creating Moments of Magic! What is a Moment of Magic and where did it come from?

In 1986 Jan Carlzon, the former president of Scandinavian Airlines wrote a book, Moments of Truth. In his book, Carlzon defines the moment of truth in business as this:

“Anytime a customer comes into contact with any aspect of a business, however remote, is an opportunity to form an impression.”

From this simple concept, Jan Carlzon took an airline that was failing and turned it around to be one of the most respected airlines in the industry.

Some examples of moments of truth in Jan Carlzon’s airline business are:

when you call to make a reservation to take a flight,
when you arrive at the airport and check your bags curbside,
when you go inside and pick up your ticket at the ticket counter,
when you are greeted at the gate,
when you are taken care of by the flight attendants onboard the aircraft,
and when you are greeted at your destination.

All of these are main moments of truth, and notice that they are all controlled by people. There are many moments of truth that are not controlled by people, such as advertisements (radio, television, billboards, newspapers, etc.). The emphasis of this article is on the moments of truth that we, as people, have control over. These are the points of contact that our customers and clients have directly with us and our organization.

Mentioned above are a number of the main moments of truth, not just at Jan Carlzon's airline, but in virtually all commercial airlines. These are the main ones. And while these may be the most important, there are lots of small ones as well. For example, you might be walking toward your gate at the airport and walk by a couple Scandinavian employees. They look up and smile at you. Now that may be a small moment of truth, but it is an important one. It adds to the total experience of the customer.

Disney has taken the small moments of truth to an even higher level. They understand the importance that these small moments of truth have on their customers. They train their cast members (Disney's term for employees) to acknowledge the guest (Disney's term for a customer) with a smile or facial expression if within ten feet. If the cast member gets within five feet of the guest, they are to acknowledge them verbally. All of the little moments of truth, combined with the major ones, with the addition of the product or service your organization is selling, add up to the overall level of a customer's satisfaction.

Jan Carlzon said there are good moments of truth and bad moments of truth. I believe there is a third type - average moments of truth. Average is middle-of-the-road - simply acceptable, but not great. I have a term for the good and bad ones. The bad ones are referred to as moments of misery, and the good ones are referred to as moments of magic.

Our goal should be to create all great moments of magic, even if they start out to be moments of misery. Sometimes a customer may have a legitimate complaint. We not only need to fix problems and complaints, we also need to give customers a reason to want to come back and continue to do business with us again and again. Even if we fix a problem, it doesn't mean the customer is coming back. For example, if you own a restaurant and one of your guest's meals is over cooked, don't simply fix it or take it off of the bill. Consider giving the guest a business card with a note that gives him or her a round of drinks or a free appetizer the next time they come back.

At times these moments of misery may not even be our fault. The customer may just be having a terrible day. For example, a customer may be checking into a hotel. This person may have had three flights delayed and he or she is in a very bad mood. It is not the hotel's fault the customer is unhappy due to the airline's delayed flights. But, it is the person who is checking in this irate customer who has the opportunity to start to turn the customer's mood around. It is an opportunity to take someone else's moment of misery and turn it into the hotel's moment of magic.

So, manage your moments of truth. Seize every one of them, even if they are moments of misery, as opportunities to show how good you and your organization are. This will go a long way in building long-term customer loyalty and total customer satisfaction.

DISCUSSION STARTERS:

People don't just do business with a building or an organization. They really do business with the people who work in the building or represent the organization. People do business with people. And at any given time, one person has the power to make or break the organization.

Do the people who you work with know that they have that much power? Review each of this week's Service Principles and discuss how we will put these into action to create an excellent customer experience.

Encouraging Words. . .

Generosity

Carefully managing my resources so I can freely give to those in need

Joyfulness

Maintaining a good attitude even when faced with unpleasant conditions.

A Thought...

Wherever there is a human being, there is an opportunity for a kindness

~Seneca

Did you Know?

Be accountable for your relationships. Contribute to them. When we give help to others, many times personal gain naturally follows. I'm reminded of what Zig Ziglar used to say. "If you help enough others get what they want, you will get what you want." Some call this the Law of Reciprocity.

My take on accountability is that we don't blame others for what happens to us. We own our experiences and have control over how we feel and deal with them. It's not about what happens to you. It is how you respond or react to it. You own it. It's yours. No excuses

Staff Recognition

Our service Principles at Work

It's not about "selling stuff". It's about creating an experience that people love. No matter how great the website is, or how great the products are, people back up the entire customer experience.

Our culture must have employees saying "I love working here". It's about taking care of internal customers so they can better serve the outside customers. So, what do we do to create an environment that has people saying "I love working here" ?